CONFIDENTIAL FOR RJR EYES ONLY

RETAIL PARTNER RESOURCE EXECUTION PLAN

		THIRD QUARTER													FOURTH QUARTER											
		JULY (7/6-7/31)				AUGUST (8/3-8/28)				SEPTEMBER (8/31-10/2)					OCTOBER (10/5-10/30)				NOVEMBER (11/2-11/27)				DECEMBER (11/30-1/1/99)				
FULL PARTNERSHIP PLAN LEVEL	# OF WEEKS W/C PRICE PROMOTION	1	2	3	4	5	6	7	8	9	10	11	12	13	1	2	3	4	5	6	7	8	9	10	11	12	13
NO MATCH	8 WEEKS	1	2							7	8																
DISCOUNT MATCH	8 / 1 / 1R	1	2				4	5	6	7	8	9	1R														
VALUE MATCH	8 / 1 / VALUE	1	2			3	4	5	6	7	8	9															
PRESENCE BONUS	10 WEEKS	1	2			3	4	5	6	7	8	9	10														
5 WEEKS (.50¢) ADVANTAGE						.50¢	.50¢	.50¢	.50¢	.50¢																	
DORAL 13 WEEKS (MINIMUM $2.00) CEILING STRATEGY		1	2	3	4	5	6	7	8	9	10	11	12	13													
PAYMENT TIMINGS →																											

FULL PARTNERSHIP LEVEL --- STATE FULL PRICE DISCOUNT VALUES --- (NY $3.00) --- (NJ, CT $2.50)

		THIRD QUARTER													FOURTH QUARTER											
		JULY (7/6-7/31)				AUGUST (8/3-8/28)				SEPTEMBER (8/31-10/2)					OCTOBER (10/5-10/30)				NOVEMBER (11/2-11/27)				DECEMBER (11/30-1/1/99)				
BASE PARTNERSHIP PLAN LEVEL	# OF WEEKS W/C PRICE PROMOTION	1	2	3	4	5	6	7	8	9	10	11	12	13	1	2	3	4	5	6	7	8	9	10	11	12	13
NO MATCH / RA / MERCH. NEUTRAL	5 WEEKS	1	2				3	4	5																		
DISCOUNT MATCH	5 / 1 / 1R	1	2				3	4	5	6	1R																
VALUE MATCH	5 / 1 / VALUE	1	2				3	4	5	6																	
DORAL 7 WEEKS (MINIMUM $2.00) CEILING STRATEGY		1	2							3	4	5	6	7													
PAYMENT TIMINGS →																											

BASE PARTNERSHIP LEVEL --- FULL PRICE DISCOUNTING $2.00 (ALL ACCOUNTS AT THIS LEVEL AT $2.00 RATE REGARDLESS OF STATE VALUES)

1R THIS REPRESENTS THE 1 WEEK RETAILER MATCH. WHILE THE TIMING IS INDICATED ON THIS CALENDAR YOU SHOULD:

WORK THE RETAILER ADDED MATCH FUNDS BASED ON COMPETITIVE ACTIVITY AT EITHER THE START OF OR END OF THE ABOVE NOTED TIMELINES.

VALUE MATCH ACCOUNTS— IN THESE ACCOUNTS WHERE THE RETAILER DOES NOT PROVIDE DISCOUNT DOLLARS WE WILL REQUIRE THE SAME ALTERNATIVE VALUES FROM THESE ACCOUNTS AS WE HAVE ON PREVIOUS PROGRAMS : ALL ACCOUNTS MUST AGREE TO COMPLETE OUR BUYDOWN TRACKING FORM PER OUR GUIDELINES AND ADD VALUE AS AGREED TO BY RJR. EXAMPLES BELOW

1 PLACE REQUESTED TEMPORARY DISPLAY(S) IN A MUTUALLY AGREEABLE LOCATION.
2 RETAILER PROVIDES ADVERTISING FOR PROMOTION
3 RETAILER INFORMS / PRESENTS PROMOTION TO COMPETITIVE SMOKERS
4 PLACE WINDOW PASTER / POS
5 RETAILER FLYER / ADVERTISING
6 PLACE BANNER
7 RETAILER GIVEAWAYS

51854 0164

SALEM IS STILL TO BE DISCOUNTED ACCORDING TO REGION GRIDS

CONTINUE OUR CURRENT STRATEGY ON SALEM. WINSTON-SALEM WILL BE ADVISING US OF REVISED STRATEGIES PRIOR TO JULY 1, 1998

LOW VOLUME (0-75) WITH NO CONTRACT / MPO CONTRACT--- FP DISCOUNT AT $2.00 AND DORAL AT CEILING STRATEGY RATES. LIMIT DISCOUNTING TO 5 WEEKS PER QUART
PERMANENT OR TEMP DISPLAYS REQUIRED FOR EACH BRAND DISCOUNTED

Source: https://www.industrydocuments.ucsf.edu/docs/kkkn0000

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RETAIL PARTNER RESOURCE EXECUTION PLAN

FULL PARTNERSHIP PLAN LEVEL	# OF WEEKS W/C PRICE PROMOTION	THIRD QUARTER: JULY (7/6-7/31) 1 2 3 4	AUGUST (8/3-8/28) 5 6 7 8	SEPTEMBER (8/31-10/2) 9 10 11 12 13	FOURTH QUARTER: OCTOBER (10/5-10/30) 1 2 3 4	NOVEMBER (11/2-11/27) 5 6 7 8	DECEMBER (11/30-1/1/99) 9 10 11 12 13
NO MATCH	8 WEEKS	1 2	3 4 5 6	7 8			
DISCOUNT MATCH	8 / 1 / 1R	1 2	3 4 5 6	7 8 9 1R			
VALUE MATCH	8 / 1 / VALUE	1 2	3 4 5 6	7 8 9			
PRESENCE BONUS	10 WEEKS	1 2	3 4 5 6	7 8 9 10			
5 WEEKS (.50¢) ADVANTAGE			.50¢ .50¢ .50¢ .50¢	.50¢			
DORAL 13 WEEKS (MINIMUM $2.00) CEILING STRATEGY		1 2 3 4	5 6 7 8	9 10 11 12 13			
PAYMENT TIMINGS →							

FULL PARTNERSHIP LEVEL--- STATE FULL PRICE DISCOUNT VALUES ---(NY $3.00) --- (NJ, CT $2.50)

BASE PARTNERSHIP PLAN LEVEL	# OF WEEKS W/C PRICE PROMOTION	THIRD QUARTER: JULY (7/6-7/31) 1 2 3 4	AUGUST (8/3-8/28) 5 6 7 8	SEPTEMBER (8/31-10/2) 9 10 11 12 13	FOURTH QUARTER: OCTOBER (10/5-10/30) 1 2 3 4	NOVEMBER (11/2-11/27) 5 6 7 8	DECEMBER (11/30-1/1/99) 9 10 11 12 13
NO MATCH / RA / MERCH. NEUTRAL	5 WEEKS	1 2	3 4 5				
DISCOUNT MATCH	5 / 1 / 1R	1 2	3 4 5	6 1R			
VALUE MATCH	5 / 1 / VALUE	1 2	3 4 5	6			
DORAL 7 WEEKS (MINIMUM $2.00) CEILING STRATEGY		1 2		3 4 5 6 7			
PAYMENT TIMINGS →							

BASE PARTNERSHIP LEVEL---- FULL PRICE DISCOUNTING $2.00 (ALL ACCOUNTS AT THIS LEVEL AT $2.00 RATE REGARDLESS OF STATE VALUES)

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